

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
December 20, 2007**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Jose Malagon, Vice President	Hollywood Media Center
	Nathan Korman, Secretary	NBK, LLC
	Aziz Banayan	Algert Co., Inc.
	Michael Gargano	Argent Ventures and Millennium Partners
	Hillary Royce	Church of Scientology International
	Alan Sieroty	Sieroty Company
	Tej Sundher	Hollywood Wax Museum
	Monica Yamada	CIM Group, Inc.
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Tom Leaper	RBZ- (Ex-officio Member)
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	Lynda Bybee	Metro
	Bill Hertz	Mann Theatres
	Ron Radachy	Oasis of Hollywood
	Thaddeus Smith	The Music Box Theater
	John Tronson	Tronson Investment Group
	Captain Clay Farrell	LAPD- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Katie Zandona	HPOA

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:15 P.M.

II. Public Comment

There was no public comment.

III. Approval of Board Minutes

It was moved by Jose Malagon, seconded by Tej Sundher and **CARRIED to approve the minutes from the November 15, 2007 meeting.** [unanimous]

IV. Treasurers Report

A. Proposed Budget for 2008: Kerry Morrison reviewed with the Board the proposed budget for the 2008 year. Morrison notified the board that the committee had budgeted to expect an increase in delinquencies in the coming year, due to the recent condo parcels coming online for the first time. Based upon proportionate budgets in the coming year, the expenses listed below will be divided as follows:

Administrative/office- 33% Sunset/67% Hollywood

Security- 36% Sunset/64% Hollywood

Maintenance- 30% Sunset/70% Hollywood

Staff Salaries- 26% Sunset/74% Hollywood

Morrison also informed the board that the staff will be keeping track of their hours, at the request of the budget committee, for the month of January to ensure that the ratio accurately reflects workload.

It was moved by Jose Malagon, seconded by Tej Sundher and **CARRIED to approve the detailed Hollywood Entertainment District Budget for 2008.** [unanimous]

B. File Server One-time Capital Expense: Morrison explained to the board that as the staff in the HPOA office has grown over the past year, the group has discovered the need for a file server, in order to back up their files as well as make the sending and sharing of information in the office easier. The group has researched the costs, and is requesting the board make a one time expenditure not to exceed \$10,200 in order to purchase a server for the HPOA office.

It was moved by Jose Malagon, seconded Alan Sieroty and **CARRIED to approve the purchase of a server for the HPOA office for a cost not to exceed \$10,200.** [unanimous]

V. Committee/Activity Reports

A. Marketing

1. Website Update: Katie Zandona informed the board that she and the web developer were putting the finishing touches on the Hollywood Entertainment District's newly remodeled website. Morrison commented that the site will also feature links to other informative web pages that feature information regarding the Hollywood area. Zandona expects to have the site up and running just in time for the new year and will present it to the board at their January board meeting.

2. NavigateHollywood.com Update: Since the Board's last meeting, Zandona explained that the HPOA staff has made efforts to try and secure funding for a NavigateHollywood.com website. A spreadsheet has been developed which lists all the potential sponsors and interested parties. Morrison explained to the board that in order to secure enough money to launch and maintain the site for its first year, fund-raising efforts would need to begin. Chris Bonbright suggested that the BID seek the input and contributions of agencies like the CRA as well as the City of Los Angeles to try and finance the site. Tej Sundher also suggested that NavigateHollywood.com involve Citysearch.com, an already established website, to take part in NavigateHollywood.com as it would serve as a helpful search engine on the site, while at the same time providing advertising space for Citysearch.

Nathan Korman lastly felt that the site should have a mobile phone and sign component to help increase site awareness among the public. All ideas were acknowledged and staff will report on fundraising progress at the January board meeting.

B. Security Committee

1. Get Love Feeding Program: Morrison reported on a meeting with David Gershwin, Chief of Staff for Eric Garcetti's office, to address the situation occurring on Ivar regarding the Get Love Feeding Program. This was in response to the Board's recommendation that she contact Council Member Garcetti directly. Morrison asks that the board give input as she feels she has exhausted her resources. Leron Gubler suggests that the program move to in front of the Hollywood Community Police Station, as there is ample room for the program and the BID would not have to provide security for it. The group agreed that this was an excellent suggestion.

2. Seily Park Camera: Sarah MacPherson explained that the BID has been asked by Council District 13's Office to assist in overseeing the installation of a surveillance camera at Seily Park. The council office has requested the assistance of the BID staff since the BID has had experience with the installation of cameras in the Hollywood Entertainment District. MacPherson also noted that the council district would be covering the following costs:

- \$25,000 for camera, DVR equipment, installation, etcetera, (assuming camera is plugged into the existing system at Hollywood division).
- \$390/ month for vendor maintenance after one year warranty period expires - \$5,000 annually.
- A one time costs of \$400 to the HPOA for 20 hours of HPOA staff time for installation.
- \$200 Annually, paid to the HPOA in exchange for 10 hours of HPOA staff time per year for ongoing maintenance.

The camera itself would be an HPOA project and would be monitored by LAPD at the Hollywood Community Police Station.

It was moved by Nathan Korman, seconded by Jose Malagon and **CARRIED to approve that the HPOA would assume the administrative operation and management for the camera located at Seily Park.** [unanimous]

C. Streetscape Committee

1. Meeting with Clean Street Management: MacPherson and Morrison had recently met with the management staff and employees of Clean Street, the BIDs street scape maintenance vendor. MacPherson reported that the meeting was quite successful, as both parties were able to better organize their thoughts on the continued improvement of the district as well as allowing for the HPOA staff to become more familiar with some of the newer employees from the company. Among these employees, Antonio Morgan has replaced Rudy Pichay, former supervisor for the Hollywood BID, as Rudy is on an extended medical leave of absence. MacPherson informed the board that the pressure washing schedule has also been slightly altered as some of the employees were having issues with club patrons during the early morning hours. The hours have now been changed to help avoid this problem in the future.

HPOA staff is also working with Clean Street to help them get in touch with the new principal at Selma Elementary school to help Clean Street secure a lease with the property so they can continue storing their equipment on the site in the new year. MacPherson requested that any

board members who knew of a space which the Clean Street team could rent to have a small break room and a place to clock in and out would be appreciated. Lastly, the Streetscape Committee will have Lance Oishi from Street Services as their next meeting to discuss street furniture programs with the BID.

VI. Old Business

A. BID Renewal Activities

1. BID Renewal Update: Morrison updated the board on the status of some of the current topics the BID Renewal Steering Committee has been discussing. Among these topics Kerry reviewed with the Board a map of the proposed boundaries, and notified them that the committee is thinking of proposing a Special Case Parcel Zone, in addition to the currently proposed three zones of benefit. Parcels that would be considered special case parcels would be provided only select services on a smaller scale (example: the Hollywood United Methodist Church which would only be assessed for front footage and would only receive security services). Morrison also reviewed a comparison page describing the current BID's budget and the proposed budget for the 2009 year.

MacPherson discussed with the board how the BID will also have to work with new Condo owners as they will be assessed based on building square footage only. In addition to this the BID will be expecting an addition of 4,000,000 feet of new construction coming online within the next ten years. Morrison also stated that several of the non-profits in the BID have had significant increases in their assessments due to the removal of the non-profit discount. That being the case, Morrison has contacted the Council Office and the CRA to see what can be done to help minimize this impact on these BID members. In conclusion Morrison asked the Board to give their input regarding the possible addition of an alley assessment that would be at the board's discretion to implement two years from the renewed BID's start date. The board discussed the matter and felt that it would be in the BID's best interest to include the potential assessment in the Management District Plan.

2. H.E.D. Vision Statement: Morrison distributed two versions of the revised vision statement for the Hollywood Entertainment District Business Improvement District that would be featured in the BIDs upcoming BID renewal brochure. Morrison requested that the board review the two versions and notify her of which one they liked most.

VII. Report from Executive Director

A. CD 13 Meeting Update: Morrison informed the board that she would be attending Council District 13's Parking Task Force meeting tomorrow, December 21, 2007, and is continuing to follow up with the office and D.O.T. on the possibility of allowing people in the Hollywood area to hail a taxi. She would continue to update the Board as developments occur.

VIII. Executive Session

The board went into Executive Session at 5:52 P.M. and resumed session at 6:15 P.M.

VIII. Next Meeting

The next meeting is scheduled for Thursday, January 17, 2008 at 4:00 P.M. in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 6:15 P.M.